



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 586932 /		<u>Alt Order #</u> 9853210
<u>Product</u> DCCC		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> 11/14/2238
<u>Advertiser</u> Democratic Congressional Campaign Commi		<u>Original Date / Revision</u> 10/29/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8217	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Great American Media**  
**1010 Wisconsin Ave NW**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	10/30/12	11/05/12	M-F 530a-6a	530a-6a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$450.00			
N 2	13	10/30/12	11/05/12	M-F 6a-7a	6a-7a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$650.00			
N 3	13	11/06/12	11/06/12	M-F 6a-7a	6a-7a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$650.00			
N 4	13	11/04/12	11/04/12	Su 7a-8a	7a-8a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$550.00			
N 5	13	10/30/12	11/05/12	M-F 7a-8a	7a-8a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$650.00			
N 6	13	11/06/12	11/06/12	M-F 7a-8a	7a-8a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$650.00			
N 7	13	11/03/12	11/03/12	Sa 8a-9a	8a-9a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$650.00			
N 8	13	11/04/12	11/04/12	Su 8a-9a	8a-9a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$700.00			
N 9	13	10/30/12	11/05/12	M-F 8a-9a	8a-9a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$650.00			
N 10	13	10/30/12	11/05/12	M-F 530p-6p	530p-6p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$1,200.00			
N 11	13	10/30/12	11/05/12	M-F 9p-930p	9p-930p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$3,000.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

<u>Contract / Revision</u> 586932 /		<u>Alt Order #</u> 9853210
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> DCCC	<u>Estimate #</u> 11/14/2238
<u>Advertiser</u> Democratic Congression:		<u>Original Date / Revision</u> 10/29/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	13	11/03/12	11/03/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,600.00			
N 13	13	11/04/12	11/04/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,600.00			
Totals											14	\$17,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	14	\$17,000.00	\$14,450.00
<b>Totals</b>	<b>14</b>	<b>\$17,000.00</b>	<b>\$14,450.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Rep Order# 9853210 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/29/2012 8:57 AM  
Last Received: 10/29/2012 8:30 AM  
Showing Buylines: All Lines

1 of 2

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DCCC  
Estimate# 2238  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/2238  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER- PLEASE CHECK & CONFIRM ASAP

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	530A-6A	GOOD DAY UTAH5:30A	:30	\$450.00	10/30-11/05	1	1	1	\$450.00	
	2	TU-F,M	6A-7A	GOOD DY UTAH6A	:30	\$650.00	10/30-11/05	1	1	1	\$650.00	
	3	TU	6A-7A	GOOD DY UTAH6A	:30	\$650.00	11/06-11/06	1	1	1	\$650.00	
	4	SU	7A-8A	GOOD DAY UT-SU	:30	\$550.00	11/04-11/04	1	1	1	\$550.00	
	5	TU-F,M	7A-8A	GOOD DY UTAH7A	:30	\$650.00	10/30-11/05	1	1	1	\$650.00	
	6	TU	7A-8A	GOOD DY UTAH7A	:30	\$650.00	11/06-11/06	1	1	1	\$650.00	
	7	SA	8A-9A	GOOD DAY UT-SA	:30	\$650.00	11/03-11/03	1	1	1	\$650.00	
	8	SU	8A-9A	GOOD DAY UT-SU	:30	\$700.00	11/04-11/04	1	1	1	\$700.00	
	9	TU-F,M	8A-9A	GOOD DY UTAH8A	:30	\$650.00	10/30-11/05	1	1	1	\$650.00	
	10	TU-F,M	530P-6P	FOX13-LIVE@530<	:30	\$1,200.00	10/30-11/05	1	1	1	\$1,200.00	
	11	TU-F,M	9P-930P	FOX NEWS AT 9	:30	\$6,000.00	10/30-11/05	2	1	2	\$6,000.00	

Rep Order# 9853210 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/29/2012 8:57 AM  
Last Received: 10/29/2012 8:30 AM  
Showing Buylines: All Lines

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DCCC  
Estimate# 2238  
Buyer Kate Keuleman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/2238  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	SA	9P-10P	FOX NEWS	:30	\$1,600.00	11/03-11/03	1	1	1	\$1,600.00	
	13	SU	9P-10P	FOX NEWS AT 9	:30	\$2,600.00	11/04-11/04	1	1	1	\$2,600.00	

---REPORT TOTALS---

Report Totals: 14 / \$17,000.00

---SALES MONTHLY TOTALS---

Nov 12: 14 / \$17,000.00

Sales Totals: 14 / \$17,000.00

Station Totals: 14 / \$17,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$85,000

CABL 0%	KDLU 0%	KJZZ 0%	KSL 0%	KSTU 20%
KTVX 0%	KUCW 0%	KUTV 0%	UNKB 0%	UNKN 80%

Books null  
Demos RA35+